

Message Text

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ACTION EUR-12

INFO OCT-01 EA-09 ISO-00 AID-05 CIAE-00 COME-00 EB-08
FRB-01 INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06
SP-02 LAB-04 SIL-01 OMB-01 AGRE-00 PA-02 PRS-01 /079 W
-----111307Z 124055 /45

R 111145Z MAR 77
FM AMCONSUL TURIN
TO SECSTATE WASHDC 0684
INFO AMEMBASSY ROME
AMEMBASSY MOSCOW
AMEMBASSY PEKING
AMCONSUL MILAN

UNCLAS TURIN 0114

E.O 11652: N/A
TAGS: ECON, BEXP, IT
SUBJ: FIAT SENDS DELEGATION TO PEOPLE'S REPUBLIC OF CHINA

1. IN RESPONSE TO AN INVITATION BY THE PEOPLE'S
REPUBLIC OF CHINA, FIAT RECENTLY SENT GROUP TO PEKING FOR
DISCUSSIONS ON INVESTMENT POSSIBILITIES. THE INVITATION
FOLLOWED A VISIT TO PRC BY FIAT PRESIDENT GIOVANNI
AGNELLI IN THE AUTUMN OF 1975.

2. AN OFFICIAL FIAT SPOKESMAN INDICATED TO US THAT PRC
GOVERNMENT EXPRESSED INTEREST IN POSSIBLE AGREEMENTS WITH
FIAT IN FOUR DIFFERENT AREAS INCLUDING AGRICULTURAL TRACTORS,
EARTH MOVING EQUIPMENT, MACHINE TOOLS AND INDUSTRIAL
VEHICLES. THESE AGREEMENTS WOULD INVOLVE TECHNICAL AND
MANAGEMENT ASSISTANCE AS WELL AS PLANT CONSTRUCTION.

3. FIAT OFFICIAL ALSO STATED THAT DELEGATION WOULD NOT
RETURN FROM PRC UNTIL MARCH 11TH AND AS A RESULT HE WAS
UNABLE TO GIVE MORE SPECIFIC DETAILS ON NEGOTIATIONS.
PRELIMINARY NEWS, HOWEVER, INDICATED THAT VISIT WAS HIGHLY
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SUCCESSFUL, ACCORDING TO FIAT OFFICIAL.

4. DR. NICCOLO GIOIA, IN CHARGE OF INTERNATIONAL AFFAIRS
AT FIAT AND MEMBER OF COMPANY'S 15-MAN BOARD OF DIRECTORS
(BUT NOT OF 5-MAN CHIEF EXECUTIVE COMMITTEE), HEADED THE
GROUP# HE ALSO VISITED THE SOVIET UNION SEEKING INVEST-
MENT OPPORTUNITIES JUST BEFORE HIS TRIP TO PRC. PRESS

REPORTS GIOIA STATING UPON CONCLUSION OF VISIT TO PEKING MARCH 9 THAT ANOTHER VISIT TO PRC WAS FORESEEN FOR SECOND HALF OF THIS YEAR. ACCORDING TO ITALIAN WIRELESS SERVICE ANSA , GIOIA STATED 7-DAY VISIT BEGINNING MARCH 2 INCLUDED MEETING WITH PRC FOREIGN TRADE VICE MINISTER CHAI CHU-FEN IN COMPANY WITH COGIS PRES. DINO GENTILE (WELL-KNOWN ITALIAN TRADING HOUSE, CONSULTANT INTERMEDIARY, ACTIVE IN BARTER DEALS WITH COMMUNIST COUNTRIES, HEAD-QUARTERED IN MILAN# FIAT OWNS 25 PERCENT), AND ITALIAN AMBASSADOR MARCO FRANCISCI# THEY ALSO MET WITH V-P OF PRC COUNCIL FOR PROMOTION OF INTERNATIONAL TRADE' WANG WEN-LIN. ACCOMPANYING GIOIA AND GENTILE TO PEKING WERE REPRESENTATIVES FROM SIX COMPANIES UNDER FIAT HOLDING : COMAU (MACHINE TOOLS), FIAT-ALLIS (FIAT-ALLIS CHALMERS FOR TRACTORS), FIAT-TRATTORI (FARM MACHINERY), IVECO (FIAT/OM/MAGIRUS-DEUTZ/UNIC/LANCIA FOR INDUSTRIAL VEHICLES), OM-CARRELLI (TRUCKS, CONVEYORS), AND AIFO (ALL-PURPOSE INDUSTRIAL DIESEL AND GAS ENGINES). WE WILL ATTEMPT TO OBTAIN MORE DETAILED INFORMATION ON TRIP UPON DR. GIOIA S RETURN.

5. COMMENT. FIAT DELEGATION TO PRC APPEARS TO BE ANOTHER AFFIRMATION OF COMPANY S INTENTION TO CONTINUE TO FOLLOW CONTROVERSIAL DIVERSIFICATION PROGRAM. FIAT OFFICIAL INDICATED THAT COMPANY WAS AWARE OF SATURATION POINT OF EUROPEAN MARKET IN MANY SECTORS FOR FIAT AND FOR THIS REASON DIVERSIFICATION EFFORTS WOULD BE PUSHED EVEN MORE STRONGLY IN COMING YEARS. OFFICIAL NOTED, HOWEVER, THAT IN THE CASE OF PRC, INTEREST WAS ORIGINALLY GENERATED BY UNCLASSIFIED

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PRC GOVERNMENT AND NOT FIAT. THIS WAS THE SAME STATEMENT VOICED AFTER FIAT-LYBIA DEAL.
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Message Attributes

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Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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